

**NJ OFFICE OF TRAVEL & TOURISM
BROCHURE DISTRIBUTION APPLICATION
REVISED 3/1/06**

1. COMPANY NAME OR ORGANIZATION: _____

2. ADDRESS: _____

3. PHONE #: _____ FAX #: _____

4. EMAIL: _____ WEBSITE: _____

5. CONTACT PERSON: _____

6. BROCHURE TITLE: _____

7. BRIEFLY DESCRIBE:

(A). HOW YOUR ORGANIZATION SERVES THE TRAVELING PUBLIC

(B). AVERAGE ANNUAL ATTENDANCE FIGURES

(C). IS YOUR FACILITY OPEN YEAR ROUND? _____ SEASONAL? _____

(D). IS YOUR FACILITY ACCESSIBLE FOR INDIVIDUALS W/DISABILITIES? YES _____ NO _____

I HAVE READ & UNDERSTAND THE GUIDELINES PERTAINING TO DISTRIBUTION OF BROCHURES AT THE
NEW JERSEY OFFICE OF TRAVEL AND TOURISM'S WELCOME CENTERS.

Signature _____ Date _____

Title _____

SITE SELECTION FORM

Listed below are the locations of all our New Jersey Welcome Centers. *Please check off the Center(s) of choice for the display of your brochures.*

Atlantic City Expressway – Farley Plaza Travel Plaza, Mile Marker 17. Hammonton.

Deepwater – I-295 North, 2 miles north from Delaware Memorial Bridge.

John Fenwick Welcome Center - New Jersey Turnpike North, Mile Marker 5.4, Penns Grove.

Knowlton – I-80 East, 7 miles east of Delaware Water Gap.

Liberty State Park - CRRNJ Terminal, 1 Audrey Zapp Drive, Jersey City.

Liberty Village – One Church Street, Flemington, NJ. **(50 BROCHURES MAXIMUM)**

Molly Pitcher Welcome Center – New Jersey Turnpike South, Mile Marker 71.9, Cranbury.

Montvale – Garden State Parkway N/S, Mile Marker 172, 8 miles from Tappan Zee Bridge.

Newark International Airport - International Arrivals, Terminal B. **(50 BROCHURES MAXIMUM)**

Ocean View - Garden State Parkway N/S, Mile Marker 18.3, Cape May.

Somerset - Grove Street & Route 22 East, Bridgewater. **(50 BROCHURES MAXIMUM)**

Capital Region CVB – *(will also service State House)* Lafayette at Barrack Street, Trenton.
(50 BROCHURES MAXIMUM)

Vince Lombardi Information Center - NJ Turnpike, Mile Marker 116 N/S, Ridgefield.

Jackson Outlet Village Information Center - 537 Monmouth Road, Suite 168A, Jackson.

Name of Brochure_____

Contact Name_____Telephone Number_____

FOLLOWING APPROVAL NOTIFICATION, YOU WILL BE RESPONSIBLE FOR SHIPPING YOUR BROCHURE(S) DIRECTLY TO YOUR DESIGNATED SITE SELECTIONS.

Thank you. Should you have any questions, please feel free to contact me directly at (609) 292-9511.

Jan Field - New Jersey Travel & Tourism

LITERATURE DISTRIBUTION POLICY
New Jersey Office of Travel and Tourism
Information Services

I. OBJECTIVE

To provide for the display and distribution of **New Jersey Tourism** related literature in state staffed or designated Welcome Centers.

II. BROCHURE STANDARDS

To obtain approval for distribution and/or display at staffed Tourist Welcome Centers, an application & site selection form, accompanied by **two (2)** samples of the brochure must be submitted to: **Jan Field**, NJ Office of Travel and Tourism, 20 West State Street, P.O. Box 820, Trenton, NJ 08625. The standards for approval are as follows:

A. Content:

1. **Brochures must represent tourism related services.** Must show worth and usefulness to tourists and overall value to the State's effort in promoting tourism and vacation travel.
2. Brochures should answer the questions: **Who, What, Where, When (hours/days/ months of operation), Contact and admission charge, if any.**

B. Size and Appearance:

1. Brochures must be professionally produced & printed and at least **3-1/2" to 4"** wide by **9"** long.
2. **Name of attraction, business or brochure title should be placed at the top so that it is easily viewed by the public.**
3. Rack card paper **stock must be sufficient weight (65 lbs or heavier)** to prevent wilting or drooping in rack.

4. Inserts are **NOT** permitted, unless they are professionally adhered to the brochure, i.e. (stapled, glued, taped). This will prevent separation & help maintain order in welcome center literature distribution racks.
5. We request that you consider using recyclable paper for your brochures to help save our environment.

III. SHIPPING

- A. Brochures must be shipped or delivered directly to the Welcome Center along with a copy of the application/or business card and approval notification so that the travel counselor is aware which centers you were approved for. Shipments must be done Monday thru Friday, between 9:00 a.m. and 3:30 p.m.
- B. Advertisers are responsible for all shipping charges.
- C. C.O.D. will not be accepted.
- D. Boxes must be of sturdy cardboard construction, tightly packed and cannot weigh more than 20 lbs.
- E. Minimum first time shipment is **400** brochures to each Tourist Welcome Center of choice. **EXCEPTIONS: 50 MAXIMUM TO LIBERTY VILLAGE, SOMERSET, CAPITAL REGION CVB & NEWARK**
- F. Please include in your shipment: name, address, telephone number and email address (or business card if available) so the travel counselor can call you when your brochure needs replenishing.
- G. A phone call will be placed by the center's staff to the advertiser if additional brochures are needed.

IV. DISCLAIMER

The distribution and display of public and private industry brochures at New Jersey Welcome Centers does not constitute an endorsement or recommendation of the product/service or guarantee the accuracy of the information provided.

The New Jersey Office of Travel and Tourism remains the controlling authority at all times and has the right to remove or disqualify a brochure from the display at any time for just cause.

Every effort will be made to display approved brochures. Should rack space be limited, brochures will be rotated in and out of the available display space on an equitable basis.